

# 2023 ECONOMIC REPORT

# NORTH

# REGION



DEPARTMENT OF  
HIGHER EDUCATION &  
WORKFORCE DEVELOPMENT

In 2023, the Northeast and the Northwest regions were combined to make the “North” region. The Northeast Region was comprised of 16 counties in northeastern Missouri while Northwest Region was comprised of 18 counties in the northwest corner of Missouri. The new “North” region, thus, is comprised of 34 counties. This region is home to several cities including Kirksville, Hannibal, Moberly, Warrenton, St. Joseph, Chillicothe, Trenton, and Maryville.

The North Region workforce has around 242,400 employees, making up 8.1 percent of Missouri’s employment. In 2022, 47.7 percent of the workforce was female and 52.3 percent was male. The regional average unemployment rate in 2022 was 2.5 percent.

The workforce is getting older in the North Region, a trend continuing throughout Missouri and the U.S. In 2022, 24.6 percent of the workforce in the region was age 55 or older, up from 21 percent a decade earlier.

For the region, 9.2 percent of the workforce was non-white and 4.5 percent was Hispanic or Latino. This compares to the state averages of 18.1 percent non-white and 4.9 percent Hispanic or Latino.

In the North Region, 4.0 percent of the region’s population (ages 18 to 64) speaks a language other than English at home. By comparison, Missouri was at 7.1 percent and the U.S. was at 23.7 percent.

The North Region has a higher percentage of the population with a disability compared to the state and the nation. For the region,

## Workforce Demographics

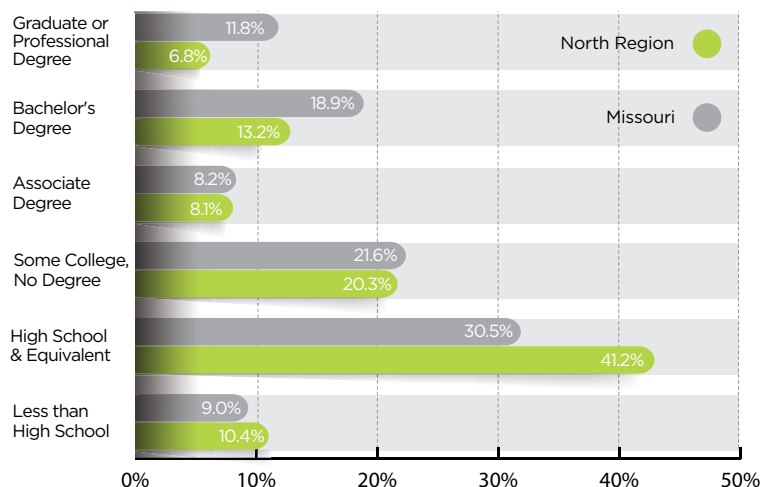
	North	Missouri	Nationwide
Average Monthly Employment in 2022	242,421	2,984,340	158,291,000
Average Unemployment Rate in 2022	2.5%	2.5%	3.6%
Male	52.3%	51.1%	51.5%
Female	47.7%	48.9%	48.5%
Non-White	9.2%	18.1%	24.2%
Hispanic or Latino	4.5%	4.9%	17.4%
Ages 55 and Older	24.6%	22.5%	22.8%
With Disabilities (Ages 18-64)	13.0%	12.3%	10.3%
Below Poverty Levels (Ages 18-64)	14.0%	12.5%	11.7%
Language other than English (Ages 18-64)	4.0%	7.1%	23.7%
Education of Associate Degree or Higher	28.1%	38.9%	42.4%
Veterans (Age 18-64)	4.9%	4.9%	4.5%

SOURCES: CENSUS ACS 2021-5YR EST.; LEHD 2ND QUARTER; BLS LAUS 2022

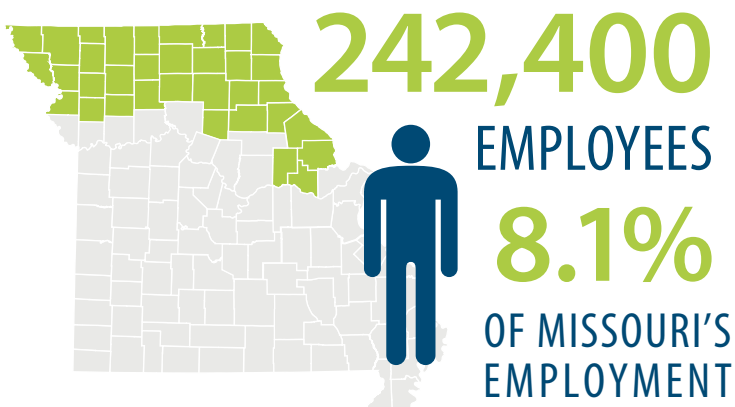
13.0 percent of the population has a disability compared to 12.3 percent in Missouri and 10.3 percent in the U.S.

Educational attainment rates for the North Region are lower than those of the state for bachelor’s or advanced degrees. Twenty-eight percent of the region’s population, age 25 and older, has an associate, bachelor’s, or advanced degree compared to 39 percent for the state, and about 42 percent for the nation. About 10.4 percent of the region’s population of age 25 and older has less than high school education.

## Educational Attainment



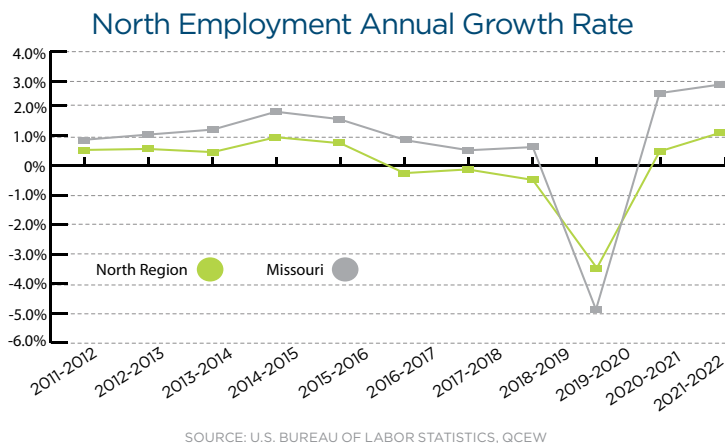
SOURCE: U.S. CENSUS BUREAU, ACS 2021 5 YEAR ESTIMATES



# NORTH REGION

## INDUSTRY ANALYSIS

The North Region averaged over 169,900 jobs in 2022. The region gained 1,893 jobs, an increase of 1.1 percent from 2021 to 2022. From 2018 to 2022, the North Region averaged -0.5 percent compound annual growth for an overall decrease of 2.4 percent. During that same period (2018-2022) Missouri's compound annual employment gain was 0.2 percent for an overall gain of 0.9 percent.



*Manufacturing* and *Health Care and Social Assistance* are the largest industries in the region with an employment of 28,000 and 26,700 in 2022. *Retail Trade* and *Educational Services* are the next largest industries in the region, with an employment of over 20,800 and 15,500 respectively in 2022.

The top employing industry in 2022 had a compound annual growth rate of 0.11 percent from 2018 to 2022, with a gain of 147 jobs in that period. *The Professional, Scientific, and Technical Services* and *Construction* industries gained employment from 2018 to 2022, with compound annual growth rates of 2.4 and 1.2 percent, respectively.

Seven industry sectors lost jobs compared to 2018 employment levels.

### North Region Top Employing Industries

Industry	Employment 2018	Employment 2022	Net Change	2018-2022 Empl. CAGR	2021 Annual Wages
Manufacturing	27,941	28,088	147	0.11%	\$58,320
Health Care & Social Assistance	27,699	26,796	-903	-0.7%	\$46,656
Retail Trade	20,762	20,810	48	0.0%	\$33,240
Educational Services	16,762	15,533	-1,229	-1.5%	\$39,132
Accommodation & Food Services	13,236	12,604	-632	-1.0%	\$18,792
Construction	9,063	9,600	537	1.2%	\$57,660
Public Administration	10,369	8,570	-1,799	-3.7%	\$37,776
Wholesale Trade	6,745	6,845	100	0.3%	\$60,564
Administrative & Support & Waste Management & Remediation Services	8,881	6,523	-2,358	-6.0%	\$36,132
Transportation and Warehousing	5,876	5,864	-12	0.0%	\$47,040
Finance & Insurance	5,526	5,395	-131	-0.5%	\$58,320
Professional, Scientific, & Technical Services	4,368	4,910	542	2.4%	\$63,216

SOURCE: LEHD QWI, 2018-2022 QUARTER 3 DATA

## LOCATION QUOTIENT

To understand the major industries within a region, an analysis of industry concentration or clustering can be useful. The Location Quotient (LQ) describes the concentration of an industry in a geographic region, in relation to the nation, with 1.0 being the national average. Industries with higher than 1.0 LQ indicate a concentration.

The North Region has higher concentrations in *Gasoline Stations and Fuel Dealers*; *Food Manufacturing*; and *Fabricated Metal Product Manufacturing*.

 **HIGHEST 2022 LQ 3.2**  
**GASOLINE STATIONS**

### 2022 North Region Location Quotients

Industry	Employment	Location Quotient
Gasoline Stations & Fuel Dealers	3,734	3.2
Food Manufacturing	4,904	2.6
Fabricated Metal Product Manufacturing	3,566	2.2
Chemical Manufacturing	1,646	1.6
Crop Production	979	1.6
General Merchandise Retailers	5,651	1.6
Building Material & Supplies Dealers	2,510	1.6
Nonmetallic Mineral Product Manufacturing	698	1.5
Animal Production & Aquaculture	438	1.5
Heavy & Civil Engineering Construction	1,566	1.3
Nursing & Residential Care Facilities	4,379	1.3
Truck Transportation	2,180	1.2
Motor Vehicle & Parts Dealers	2,601	1.1
Merchant Wholesalers, Nondurable Goods	2,792	1.1
Repair & Maintenance	1,663	1.1

SOURCE: BUREAU OF LABOR STATISTICS, QCEW

# NORTH REGION

## ONLINE JOB POSTINGS

Job postings are an indicator of demand and opportunities in an area, and can assist individuals seeking job opportunities in current in-demand occupations. According to information based on online job posting data collected and aggregated by Lightcast™ for the North Region, jobs like *Registered Nurses*; *Heavy and Tractor-Trailer Truck Drivers*; and *Retail Salespersons* had a high number of job postings in the region during the last year.

North Region Top Five Online Job Postings in Now-Next-Later Classification

Occupation Title	Online Job Postings
NOW	
Retail Salespersons	1,132
Home Health & Personal Care Aides	933
Fast Food & Counter Workers	711
Laborers & Freight, Stock, & Material Movers, Hand	696
Customer Service Representatives	602
NEXT	
Heavy & Tractor-Trailer Truck Drivers	1,348
First-Line Supervisors of Retail Sales Workers	962
Licensed Practical & Licensed Vocational Nurses	918
Food Service Managers	718
Merchandise Displayers & Window Trimmers	704
LATER	
Registered Nurses	2,629
Medical & Health Services Managers	430
Postsecondary Teachers	353
Physical Therapists	284
General & Operations Managers	272

SOURCE: LIGHTCAST™, ONLINE JOB ADS FROM MAY 1, 2022 - APRIL 30, 2023

*MERIC produces long-term industry and occupation projections every two years. The latest data was published in 2022. The Northeast and Northwest regions were merged in 2023 into a combined “North” region, therefore projections data for this new region is not available for this years’ annual economic report. New projections data for 2022-2032 will be published on the MERIC website in the summer of 2024 and will include data for the North Region.*

This report was prepared by the staff of the Missouri Economic Research and Information Center (MERIC) as part of the Missouri Workforce Report. All data in this report was current at the time of publication and is subject to revision. Additional details on data sources can be found in the full report. This workforce solution was funded by a grant awarded by the U.S. Department of Labor’s Employment and Training Administration. The solution was created by the grantee and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership.